



STUDYING CAN BE SCREAMS

If studying is bugging you, try mnemonics.

Mnemonics, as we all know, was invented by the great Greek philosopher Mnemon in 526 B.C. (Mnemonics, incidentally, was only one of the inventions of this fertile Athenian. He also invented the staircase which, as you may imagine, was of inestimable value to mankind. Before the staircase people who wished to go from floor to floor were forced to live out their lives, willy-nilly, on the ground floor, and many of them grew cross as bears. Especially Demosthenes who was elected Consul of Athens three times but never served because he was unable to get up to the office of Commissioner of Oaths on the third floor to be sworn in. But after Mnemon's staircase, Demosthenes got up to the third floor easy as pie—to Athens' sorrow, as it turned out. Demosthenes, his temper shortened by years of confinement to the ground floor, soon embroiled his countrymen in a series of senseless wars with the Persians, the Visigoths and the Opallala Sioux. He was voted out of office in 517 B.C. and Mnemon, who had made his accession possible, was pelted to death with fruit salad in the Duomo. This later became known as the Missouri Compromise.)

But I digress. We were discussing mnemonics, which are nothing more than aids to memory—catch words or jingles that help you remember names, dates and places. For example:

*Columbus sailed the ocean blue
In fourteen hundred ninety-four.*

See how simple? Make up your own jingles. What, for instance, is the important event immediately following Columbus's discovery of America? The Boston Tea Party, of course. Try this:

*Samuel Adams flung the tea
Into the briny Zuyder Zee.*

(NOTE: The Zuyder Zee was located in Boston Harbor until 1904 when Salmon P. Chase traded it to Holland for Louisiana and two outfielders.)

But I digress. To get back to mnemonics, you can see how simple and useful they are—not only for history but also for everyday living; for instance:

*In nineteen hundred fifty-nine
The snake to look for is Alpine.*

"Why Alpine?" you ask. Taste that fine, fresh flavor. Enjoy that subtle coolness. Until Alpine you needed two cigarettes to reap the benefits of Alpine—one



...It was unable to get to the United States to be sporty.

for flavor, one for high filtration—and smoking two cigarettes is never graceful; in fact, with mittens it is nigh impossible. Now you need only one cigarette—Alpine. Get some. You'll see.

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